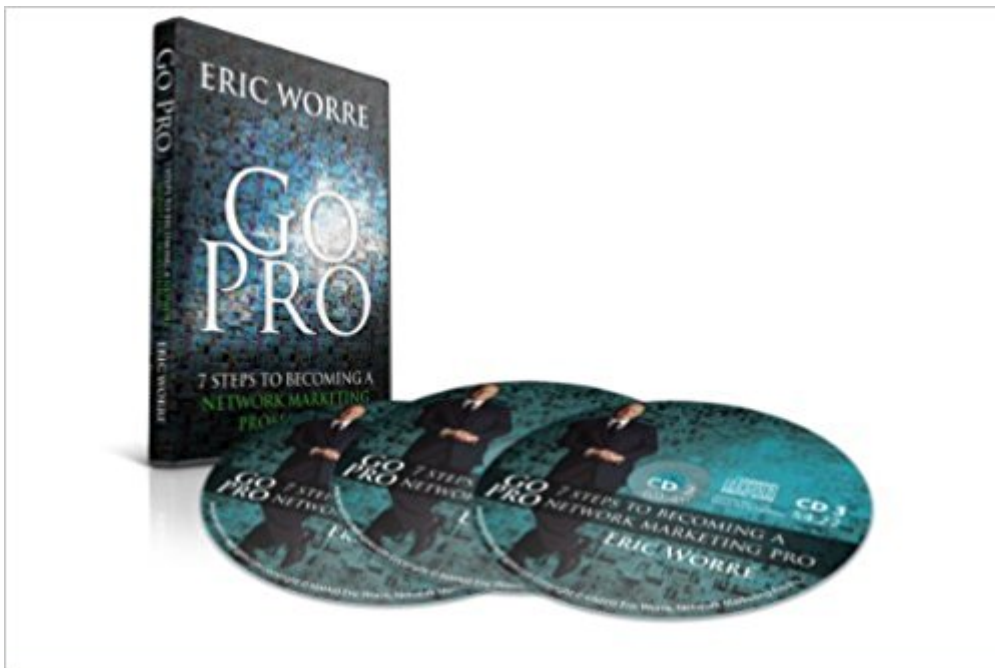




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# Go Pro: 7 Steps To Becoming A Network Marketing Professional (3 CD AudioBook)



## Synopsis

Over twenty years ago at a company convention, Eric Worre had an aha moment that changed his life forever. At that event he made the decision to Go Pro and become a Network Marketing expert. Since that time, he has focused on developing the skills to do just that. In doing so, Eric has touched and been touched by hundreds of thousands of people around the world. Now he shares his wisdom in a guide that will ignite your passion for this profession and help you make the decision to Go Pro and create the life of your dreams. In this definitive guidebook, you will learn to: -Find prospects -Invite them to your product or opportunity -Present your product -Follow up with your prospects -Help them become customers or distributors -Help them get started right -Grow your team by promoting events -And much, much more. Eric's wish is for you to make the decision to become a Network Marketing Professional. For you to truly Go Pro. Because it is a stone-cold fact that Network Marketing is a better way. Now let's go tell the world.

## Book Information

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## Customer Reviews

"Eric Worre's Go Pro has become the de facto bible of network marketing. Eric takes his more than 25 years experience in the profession and boils it down to nuts and bolts practical wisdom you can learn and apply. If you want to succeed, if you are serious about being a network marketing professional, make this book the centerpiece of your library!" --Chris Widener, author of the Art of Influence

"Eric hit it it square on the head with "Go Pro". Honestly, the title says it all. If you want to become a professional in network marketing, then his book is a must read. That means non-negotiable. If I want to become a pro, it is a requirement to read "Go Pro". Get his book now!

This book is already destined to become an all-time classic for our profession." --Todd Falcone, Network Marketing Speaker, Coach and Trainer  
Eric's book is the best I've read on how to build a network marketing business, since joining the industry 23 years ago. --Todd Smith, \$25 Million Dollar Earner

--This text refers to the Paperback edition.

AMAAAAAAAAAAAAZing is all that comes to mind when I hear the name Eric Worre. So it's only natural to feel the same about any book written by him. This was my first read by him and made me seek his additional social media channels. Yes, it was that good. When I read this, I was feeling a little frustrated since I have been in direct sales for a little over a year and hadn't seen the results I wanted. I knew I could do this but lacked the knowledge and skills. This book starts with simply identifying where you are on the entrepreneur ladder. Each chapter gives you a breakdown (outline) for what you should say in things like finding prospects, inviting prospects, presenting your product and opportunity, following up, promoting events, and helping a new distributor. Not only does he tell you what you should say, he gives you the what you shouldn't say and the why you shouldn't. This helped to see the whole picture when trying to apply these techniques to my business. It takes a lot to grab my attention and keep my attention when reading, this book did. Each page was like a "wow moment". If you are new to internet marketing, direct sales, any small business, or if you are feeling a little lost on what to do, this is a must read.

I have known and been "tutored" by Eric for nearly three years, having attended several of his live events. Being with him "up close and personal" only confirms his integrity, depth of knowledge, and commitment to those who have chosen networking as their profession. His vast experience has produced incredible wisdom, and his personal concern for everyone who chooses to become something more than he is will become evident once you dive into the depths of this volume. I read the advance copy and immediately placed a bulk order. Some of the material I had gathered from other times and places, but to have them all gathered together systematically is invaluable. This truly, as many have stated, will become the sourcebook for those starting out, and those who may have wandered away and need guidance to get back on track. These are universal principles, and they are not difficult to master. Read, read and re-read, until they become part of your thinking. Then, you will begin to act accordingly. Don't hesitate. Eric is a world class trainer and thinker.

There is not enough stars to give this book the credit it deserves. It tells you everything you need to know about network marketing. It told me every reason that I failed before and have great steps on what to do. My highlighter will run dry before I finish this book.

Eric Worre is THE master of training in the network marketing industry. His book (and seminars) have enabled me to have success that I wouldn't have had otherwise. He presents how to be a true professional in this fast-growing industry instead of being a "hobby-ist". Thank you Eric!

Sooner than later, more people in the world will know that Network Marketing is the better way, and embrace it. Unsurpassed as a pathway to personal development, satisfying human relationships, and the ability to manifest your dreams through financial and time freedom, Network Marketing is coming of age in a world whose industrial and corporate structures are proving untenable. More and more, people are seeking a better way to support their families, contribute to their communities, and find career fulfillment combined with decent working conditions, not to mention purpose, passion, and meaning. Eric Worre's book is well written, easy to read, and filled with practical steps you can put into action NOW. Read this book to open your eyes, deepen your commitment, and set yourself free.

It's May 1st and I have to tell you I'm so excited to review this book by Eric Worre. Today is the official launch of Eric's book, "Go Pro - 7 Steps to Becoming a Network Marketing Professional" I was honored to receive a special advance copy of the book. I know that my review really can't do this book justice, but I'm going to give it my best. Eric is a 25 plus year veteran of Network Marketing and has enjoyed many successes over the years. He has built sales organizations over 500,000 distributors in over 60 countries. Eric was a co-founder and president of his own company TPN-The Peoples Network and a seven-figure-a-year network marketing professional. He has gone on to become a trainer and motivational speaker and has shared the stage with many of the greatest speakers like Jim Rohn, Brian Tracy, Denis Waitley, Stephen Covey, Les Brown, David Bach, Robert Kiyosaki and many others. We have had several chances to hear Eric speak and train over the years. His Go Pro Recruiting Mastery Event and Insanity Boot Camp training were amazing experiences and I would recommend them to anyone who wants more from their Network Marketing business. The Go Pro, 7 Steps to Becoming a Network Marketing Professional book is a fast and easy read and will help any home based business entrepreneur understand what they need to learn and do to become more successful, to "Go Pro" if you will. The first part of the book outlines what

network marketing is, how it's better and how the job landscape has changed over the years. Eric points out that the world is moving towards a "performance based" economy where people are not only paid for their time, but for what they produce. The days of "clocking in" and getting paid for 8 hours is moving towards a base plus commission type of job, where you get paid based on how you produce during your working hours. Eric explains why a Network Marketing business is the best way to earn based on production. As Eric says in the book, "The truth is that Network Marketing isn't perfect. It's just better". The next part of the book describes Going Pro, meaning how to quit being a Poser or an Amateur and decide to become a Professional. Doing this will reflect positively on yourself, our industry / profession and your peers. Becoming a professional is as easy as deciding to do the right things. In the later chapters Eric explains the steps and processes how to do just that, Become a Network Marketing Professional. Chapter 3 talks about learning the skills needed for success. This is an educational process and will take time to master this skillset. Learn about the 3 primary elements of your network marketing business (hint, you are one of those elements). Chapters 4 through 10 go into detail the steps that will take you from amateur to professional. Finding Prospects Inviting prospects to understand your product or opportunity Presenting your product or opportunity (This is one of my favorite chapters) Following up Helping your prospects become customers or distributors Helping your new distributor get started right Promoting events. Attending event is crucial to your success and your distributors. The last 2 chapters explain that it takes time to develop your skill set. Just like graduating from college takes time, so does learning the skills of success in your network marketing business will take time. It's all worth it to those who desire to succeed in their business. I've enjoyed reading this book and highly recommend this to anyone who wants to get a better understanding of and have more confidence in their home based business. Whether someone is just getting started or they have been involved with a company for a while, you will benefit greatly from reading this book. From the very beginning in my own business I have sought out information through books, audio, events and training to learn as much as I could about our profession. Eric Worre's book, Go Pro-7 Steps to Becoming a Network Marketing Professional is sure to become one of the best sellers in the Network Marketing / MLM / Home Business profession!

Excellent written book and valuable for anyone embarking on a MLM business. I was having 'light bulb' moments all the way through and already starting to put into practice the tips and advice Eric gives. Wish I had read this when I first started out in this biz 8 months ago.

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